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Topics for Talks

An outline of suggested topics for
talks by REA representatives at
CO-OP meetings.

KEYNOTES FOR 1943 FOOD PRODUCTION

President Roosevelt said:

"Temporarily, because of the imperious demands of war, further general extension of high lines is delayed; but I note with satisfaction that electric power already made available is playing a positive part in the program of increase of critical foods for our allies as well as ourselves; and the seventy or eighty thousand additional farms you expect to connect to existing lines during the coming year will add another chapter to the story of your war effort."

Excerpt of telegram to Mr. Slattery, May 11, 1943

Secretary Wickard said:

"From now on our effort will be increasingly intensified. That includes farmers' efforts. More of our men will be in the armed forces. They will need more food than they did in civilian life. Our people here at home will be working harder and needing more food. Our Allies will need a lot of food. As region after region is freed from subjugation, more people will have to be fed.

"This will mean more determination and more work for the farmer. What he may lack in help and in new machinery, he must make up in grit and in understanding of the importance of his role. And the fortunate farmers with electric power on their farms have an additional responsibility. They must use the electrical energy to produce the additional food beyond the power of farmers not so blessed."

Rural Electrification News, January, 1943

"Food has become more and more important in our entire war effort. Already food has equal priority, ton for ton with shells, guns, planes, bombs, and tanks, on some of the shipping schedules of the United Nations. And naturally food bulks larger in our post-war plans than do munitions.

"Our need is so great that failure to use our resources to the fullest will be nothing short of tragedy. In 1942, we went a long way toward converting our agricultural plant to war production. This year we must complete that conversion. We must concentrate upon essential crops and products at the expense of the non-essential."

Produce for Victory -- address at Memphis

War Food Administrator Chester Davis said:

"This is the most important planting season in American farm history. Farmers face uncertainties about the amount of equipment and supplies and labor that will be available. On the other hand, they face the wartime fact that this country and our Allies need the biggest farm production ever turned out....the War Food Administration is asking the farmers to plant to the limit for critical war crops, food crops and feed for livestock."

OWI release of April 28, 1943

Extension Director M. L. Wilson said:

"It should be the patriotic duty of every farm family to produce and preserve as much of the entire year's family food supply as it is possible to produce. Special emphasis should be placed on poultry, eggs, milk, butter, cheese, dry beans and peas, fresh, processed, and stored vegetables and fruits, as well as the amounts of meat allowed under the meat rationing plan. Home production will release greater amounts of the commercial stocks to our armed forces, our Allies, and our own urban population. Furthermore, our farm families will be the healthier because of the more adequate supplies of the health-protecting foods, especially fruit, vegetables, eggs, milk, and butter."

At regional meetings on 1943 Food Production Program

REA Administrator Slattery said:

"The men, women and children on America's two and half million electrified farms have a tough job. Their job is one of the biggest in the whole gigantic machine of America in total war. They must do the impossible with what they have on hand. To them I say, as I have said before, make your electric power fight! Find more ways to use....more profitably and more purposefully. Translate every kilowatt hour of electricity into Food for Freedom. I have often said that I feel that Secretary of Agriculture Claude R. Wickard had a vision that has brought golden reward to the world in his program that is summed up in his own slogan, "Food will win the war and write the peace."

"Uncover new jobs for your portable motors....they are your reserves, buck privates who can help you fight for the victory production we must have. Make your chick brooders work twice or three times a year. If you have electricity in your barn, put in a pig brooder--it may save you a pig each litter. Use your yard light and your household equipment to save time and labor. Then spend that time and labor where they will count for the most. You know where that will be....in the field....in the barn or poultry yard....in your farm repair shop....in doing necessary war work in your community....in safeguarding your own health."

WGY Farm Forum -- address at Schenectady, December 11, 1942

UNITED STATES DEPARTMENT OF AGRICULTURE
Rural Electrification Administration
St. Louis, Missouri

OUTLINE OF SUGGESTED TOPICS

For talks by REA representatives
At REA co-op meetings in 1943

HOW TO USE THIS OUTLINE

It is obviously impossible to cover in one talk all of the topics listed. The "outline" is intended merely as a guide, as an aid to you in quickly planning talks to fit different occasions. Which and how many topics can or should be covered depends on several factors, such as the nature and purpose of the meeting, the time allowed for the talk, knowledge of special local conditions or needs, and subjects to be covered by other speakers.

EXTRA HELPS FOR YOU

The "outline" is supplemented by an appendix of excerpts from published material and several other leaflets on which you may wish to draw either from your own background information or from actual quotations. Remember that an example or illustration is generally more effective if it deals with people and experiences familiar to the audience. Wherever possible, use local stories rather than the examples given in the appendix.

SOME POINTS TO REMEMBER

Few persons can give a good talk without some advance preparation. If you are not experienced as an extemporaneous speaker, you may find the following practices useful. Decide what points you want to cover and how much time you can give to each. Be sure you have enough correct information on each point. Jot down a brief outline, listing the main points and a few key words as a reminder and for a ready reference while talking. If you plan to read any quotations, make them brief; try reading them aloud in advance to avoid stumbling and mumbling. Remember that the people in the back rows like to hear you too. In order to leave a good impression, always avoid a condescending or patronizing attitude. Talk "up" rather than "down" to your audience.

I. INTRODUCTION

A. Importance of Annual Meetings During the War

1. Compliment the members present on having come despite tire and gas rationing and great demands on farmers' time.
2. Stress importance of annual meeting as symbol and expression of democracy in action. Such meetings are now impossible in Axis-controlled countries. To preserve democracy, we must make full use of democratic process at every opportunity. (See "What Hitler Would Do To Cooperatives" RE News, February 1942, and OWI pamphlet: "The Thousand Million.")
3. Emphasize the place of co-ops in war as well as in peace. (See article in February 1942 RE News; also Appendix I-A-3)
4. Point out that the future of this co-op as a real community business enterprise depends on how active a part the members themselves take in its affairs. They are the owners and users of the business -- two good reasons why they should look after it themselves.

B. Status of REA Program (make this brief) (See Appendix I-B and the latest Statistical Bulletin)

1. Serving over 1 million members in 46 states. (For additional data see REA Annual Report for 1942)
2. REA co-ops make important contribution to war, by
 - a. Service to Army camps, etc., war industries and food processing plants. (See Appendix I-B-2-a)
 - b. Saving labor and increasing food production on farms. (See appendix I-B-2-b)

III. THE IMPORTANCE OF FOOD PRODUCTION AND CONSERVATION AND ITS RELATION TO ELECTRICITY

A. Co-ops Can Promote Use of Electricity in Food Production.

1. General: Make fullest possible use of available lighting, heating and refrigeration equipment. Adapt available motors to do as many different jobs as possible. (See Appendix II-A-1)
2. Meat production: Pig brooders, feed grinders and mixers, running water, stock tank water warmers, etc. (See Appendix II-A-2)

3. Poultry production: Chicken brooders, hen house lighting, running water, water warmers, etc. (See Appendix II-A-3)

4. Dairy production: Milking machines, milk cooling, running water, cream separators, etc. (See Appendix II-A-4)

B. Co-ops Can Promote Use of Electricity in Food Conservation (See Appendix II-B)

1. Refrigeration: Cold storage and quick freezing.

2. Canning: In homes and in community centers.

3. Dehydration: For family use and commercial plants.

4. Garden watering: Farm and school gardens. (See Garden Planning-
RE News-February 1942)

C. Co-ops Can Guard Against Wasting of Electricity

1. Keeping line loss low.

2. Urging members to

a. Operate lights and appliances only when needed

b. Check connections and equipment to avoid possible waste of current

D. Co-ops Can Encourage Equipment Sharing.

1. Planning and scheduling neighborhood use of scarce equipment (pressure cookers, dehydrators, etc.).

2. Pooling equipment in community centers.

III. WHAT SOME REA CO-OPS ARE DOING NOW

A. Home-Made Equipment (Pig and chicken brooders, etc.)

1. Co-ops obtain parts for members. (See Appendix III-A-1)

2. Co-ops build equipment for purchase by members.

3. Co-ops encourage vocational agriculture classes to build equipment on order from farmers.

B. Care and Repair of Equipment (See Appendix III-B)

1. Organize classes.

2. Set up repair centers.

C. Increase Member Participation

1. Self-billing. (See Appendix III-C-1)
2. Newsletters -- Contributions and help in getting them out.
3. Co-op neighborhood group meetings.

D. Cooperate with Other Groups in Important Community Activities

1. Keep the membership currently informed, through newsletter, of what needs to be done and what agency or group has responsibility at county levels. (Many co-op directors and managers are members of County War Boards, Civilian Defense Committees, etc.)
2. Help plan and take part in community and neighborhood meetings, let committees meet at co-op office, etc. (See Appendix III-D-2)
3. Community activities of importance right now include
 - a. Scrap and salvage drives (See Appendix III-D-3-a)
 - b. First aid and safety education (See Appendix III-D-3-b)
 - c. Civilian Defense councils
 - d. School lunch program (See Appendix III-D-3-d)
 - e. Victory gardens for home and school. (See attached USDA Misc. Publication #483)
 - f. Nutrition and food preservation
 - g. Consumer education (on inflation, rationing, prices, quality, etc.) (See Appendix III-D-3-g)
 - h. Neighborhood and community meetings to consider community action on present and post-war problems.

E. Get Ready for Post-War Period (See Appendix III-E)

1. Unelectrified farm survey (See Appendix III-E-1)
2. Helping employees, directors and other members to learn more about the cooperative movement and how to be good cooperators.
3. Planning for Electro-Agriculture and suitable rural industries (See Appendix III-E-3)

IV. WHAT EVERY CO-OP MEMBER CAN DO NOW

1. Continue with the scrap drive. (Expand.)
2. Collection of waste fat. Why the need. Two pounds per month from each member would mean tons of waste fat. (Give local figure)
3. Pool and share equipment. (Canning, dehydration and farm equipment) See Appendix IV-3)
4. Neighborhood groups may build dehydrators, brooders and other simple equipment. (Well to have sample equipment to display)
5. Neighborhood meetings. Topics for discussion--the Cooperative Way of Doing Business, What Other Cooperative Services are Needed in the Community, any of the subjects under III-D-3.

APPENDIX
to
OUTLINE OF SUGGESTED TOPICS

I-A-3

Farm Co-ops
In the War

"Cooperatives are playing a tremendous, though unspectacular, role in the war. Few people know that many plants have been built by them in cooperation with the Bank for Cooperatives and the Agricultural Marketing Administration, then turned over to the Government and leased by the Co-ops for the production of such foods as powdered milk, evaporated milk and cheese. Under this arrangement the Co-ops give their entire output to the Government -- literally thousands of tons of concentrated dairy products and fresh, canned, frozen and dehydrated food. Last year the Banks for Cooperatives extended credit to the Co-ops reaching \$339,000,000; in 1941 it was \$229,000,000. Some 1,700 Co-ops are being financed by the Banks, and the failures are almost nil."

-- Pennsylvania Co-op Review, March 1943

I-A-3

Farm Co-ops Make
Fast Gains

"The volume of business done by farm purchasing cooperatives increased \$111,000,000 in 1941-42, a gain of nearly 30%, according to a report just released by R. H. Elsworth of the Farm Credit Administration. Membership of rural consumer co-ops increased 190,000, bringing the total for rural purchasing co-ops to 1,170,000 members.

"The business done by both purchasing and marketing co-ops amounted to \$2,840,000,000. The combined membership of both groups was \$3,600,000. In number of associations, individual members and percentage of business increase, the purchasing co-ops were expanding more rapidly than the marketing associations."

-- The Cooperative Consumer, March 15, 1943

I-B

Pay-Out Record

"Particularly let us look at the financial record of the cooperatives and the manner in which they are meeting the financial obli-

I-B (continued)

gations that some utility experts were so sure in 1936 that they could not meet.

"First, I think the best possible reply to the foreboding that 'inexperienced and poorly organized farm groups' cannot hope to operate as cheaply and efficiently as well-trained and highly specialized utility organizations, is the fact that REA systems now have 377,000 miles of lines carrying low cost power into more than two-thirds of the counties of the nation.

"As for the prediction that the taxpayers will have to pay in the end, let the figures answer.

"Up to the end of October, 1942, there was due from all borrowers of REA funds, in interest and principal, \$26,370,287. That, by the way, was no small amount to be paid by systems described as 'inexperienced and poorly organized farm groups.' What the systems did pay, therefore, may be considered amazing. In contrast to this total of 26 million dollars that were due from the systems, they made a total payment on principal and interest of \$34,391,419. At that time advance payments on principal amounted to \$8,350,305. In other words, the systems were thirty per cent ahead of schedule for repayments on their loan contracts. These figures include payments made on notes paid in full.

"This does not mean, of course, that every system is current in its accounts with the Government. On the same date, the end of October, 1942, delinquencies over 30 days amounted to \$234,942, or slightly less than 1 per cent of the total amount due. But since these figures are for the end of October, let us see what the payments were during November and December.

"Advance payments during recent months have been running in the neighborhood of \$600,000 a month. Advance payments during November showed a continuance of this level, totaling \$618,431, but during December, advance payments jumped to \$1,096,132. These figures indicate that when the final adjustments are made, the total advance payments as of January this year probably will be in excess of 10 million dollars.

"As fine as these figures are, they do not yet reflect the total financial picture of REA systems. REA systems have not only made payments in advance of the loan contracts of approximately 10 million dollars, but they have invested considerable sums in Government bonds, and still have substantial amounts on deposit in banks. Our records indicate that REA systems now hold something over \$5,000,000 of Government bonds and have nearly 7 million dollars in operating funds in banks."

I-B-2-a

Industrial War Loads

... "When war broke out and the demand for production began to tax the limits of the large urban factories, many little country-side producers were eagerly pressed into service in the battle of production. And as the need for output increased, the value of plants near their raw material supplies increased, and new plants sprang up along the lines in increasing numbers.

"A survey of 780 REA-financed rural electric systems as of December 31, 1941, showed that there were 14,896 industrial and commercial users receiving service from rural lines operated by those systems, many of them industries contributing directly to the war effort. Among the industries so served were 5,273 agricultural services, 383 mineral industries, 2,095 agricultural processing plants, 220 air beacons, 40 airports, 40 defense housing projects and 41 Army and Navy establishments. Services to mineral industries illustrate the diversity of type and general essentialness. Systems reporting were serving 2 aluminum plants (another was added in 1943), 135 coal mines, 7 fluorspar plants, 17 gas plants, 4 lead mines, 12 mercury mines, 134 oil wells, 30 refineries, 2 vanadium mines and 4 zinc mines. Additional information, not included in the survey, showed that at least 300 oil wells and other oil industries were served.

"Of 432 applications for industrial power submitted between July 1941 and July 1942, 358 were adjudged war loads -- 83 per cent.

"What some of these plants, fed by power from rural lines, are doing for war production can be cited. In Wisconsin, a ramrod factory on the lines of Trempeleau Electric Cooperative, an REA-financed system, is turning out a million ramrods, a year, in addition to other supplies needed for cleaning gun barrels. A carburetor factory served by the REA-financed Tri-County Electric Cooperative, supplies parts daily to the large automotive plants in Detroit; in Tennessee a manufacturer supplied by REA-system power operates 125 sewing machines with 225 employees and has an output of 500 dozen shirts a day. The Sequatchee Valley Electric Cooperative in Tennessee serves 83 percent of its electricity to manufacturing plants, and plants dot the areas along the lines of the Duck River Electric Membership Corporation, another REA-financed system, also in Tennessee. . . ."

... "Hundreds of similar demands were made upon the REA since the office of power consultant was established. In every case each inquiry received immediate attention. A survey of war services provided by REA-financed systems based on 724 reports received prior to December 1, 1942, showed service to 1,323 permanent war loads and 165 construction war loads, together 1,488 war loads of both types, with a KW demand of 64,104. Sixty-one percent of the REA systems served direct war loads, such as camps, airports and ammunition bases, and 31 percent

I-B-2-a (continued)

of the systems served indirect war loads, such as food processing plants, mines and rural manufacturing."

-- "REA Enlisted For the War"

Chapter 2 -- REA Lines Provide Electric Services for War Sinews

I-B-2-b

A Minnesota Dairy Farm

"To get the real story... consider John Larson's record." He owns and operates a 332-acre dairy and hog farm in Aurora township, Minnesota, about 10 miles southeast of Owatonna on U. S. Highway 218. Besides his herd of 25 to 30 dairy cows, he keeps from 13 to 20 head of feeding cattle and 500 chickens. He raises about 200 hogs annually. This adds up to between 45 and 50 work units -- full-time work for three able-bodied men.

"With two husky sons in the U. S. Army in England or North Africa, Mr. and Mrs. Larson, their son, Stanley, and the hired man run the dairy farm. Mr. Larson is 62 and Stanley walks with a brace on one leg as a result of infantile paralysis with which he was stricken when he was only seven. In spite of this, the Larsons manage to keep the same number of cows as before and to produce just a little more milk."

"When his brothers left for duty with the National Guard two years ago Stanley went into partnership with the milking machine. During summer months when field work is pressing, he takes care of all the milking. In the winter, with the help of his father, he does both milking and separating. The Larsons' double unit milker is installed in the barn at one end of the cow stanchion rows, and to avoid too much unnecessary walking for Stanley, the solution rack for the milkers' test cups and the separator are in an adjacent room."

"Elsewhere on the farm, work is planned with the same eye to convenience and the saving of labor. To handle field work, the Larsons use two tractors and considerable power equipment, much of which is mounted on rubber. This, in turn, has led to the installation of a small portable storage-type air compressor which Stanley uses to service tires and to operate a high pressure grease gun. The Larsons point out that a double row corn picker alone has over 200 fittings which must be supplied with grease twice a day when the machine is in use. With compressed air, this can be done in a fraction of the time required by a hand grease gun."

"Still another time and labor saver is the three-horsepower motor which operates a 35-foot inside grain elevator. With the aid of a wagon hoist, one man can unload a load of grain in from two to three minutes

I-B-2-b (continued)

or up to 40 loads of corn per day. Running water in all the farm buildings also lightens the work while the same convenience in the house, together with electrical appliances, makes the Larson home a better, more comfortable place to live."

-- RE News, March 1943

II-A-1

KWH Versus Muscle Power

"A man working with his own muscle power alone never can do, in a day, the equivalent of work done by one kilowatt hour of electricity, which unit of energy rarely costs more than 5 or 10 cents. No other form of power for the farm can compare with the low cost, convenience and adaptability of central station electric service."

-- Report of Manitoba Electrification Enquiry Commission, 1942 -- Chapter IV

"One kilowatt hour -- with a man guiding its power

- Can milk 20 cows twice
- Can churn 70 pounds of butter
- Can grind 100 pounds of grain
- Can elevate 250 bushels of grain
- Can shell 30 bushels of corn
- Can hoist 3 tons of hay
- Can cut 1 ton of ensilage
- Can saw one-half to one cord of wood
- Can pump 2,000 gallons of water

-- for just a few pennies

"REA-served farms used about 600,000,000 kilowatt hours of power during 1942. Did the kilowatt hours you bought do a war job on your farm in 1942? Will the kilowatt hours you buy in 1943 serve Uncle Sam, as well as you and your family?

-- RE News, April, 1943

II-A-1

Example of
Farm Power Uses

"At a cost of just 34 cents for electricity John B. Curtis of Menon, Ind., member of the White County Rural Electric Membership Corporation,

II-A-1 (continued)

cracked and elevated 154 bushels of wheat in seven hours. His mill runs six or seven hours a day with no attention, says Curtis."

-- RE News, April, 1943

"A five-horsepower motor brings joy to the farmstead of Martin Moeller, member of the Norris Electric Cooperative at Newton, Ill. Using 21 cents worth of electricity, Moeller ground 700 pounds of feed for 20 head of livestock in no more time than would be required to sack that amount and load it for delivery to the mill." He also used only 10 kwh of electricity for four hours of wood sawing.

-- RE News, April, 1943

II-A-2

Pig Brooders

"In any farmer's language 88 pigs from 10 sows makes a good average. When the sows farrow in -3 to -10 temperatures, it's wonderfully good.

"Near Tallula, Illinois, the brothers A. E., Frank and Earl Hurie wanted to bring electricity to their hog lot and install home-made pig brooders. Their sows were bred to farrow in late February and March, and in those months zero weather can be expected to blow in any night or day. From the Menard Electric Cooperative of Pettersburg, a Rural Electrification Administration borrower, of which the Huries are members, they learned of the new War Production Board order U-1-C which permits new farm connections where sufficient animal units are on hand, or enough increases in prospect to justify the use of critical metal for connections.

"The Hurie's Menard County USDA War Board approved their application for electric service, and theirs became the first service connection to be made on the lines of the cooperative under the new ruling.

"A few days later, in late February, sub-zero weather came just as the Hurie sows began to farrow, but their pens were equipped with home-made electric brooders -- simple board shelters in the corners of the farrowing pens, with electric light bulbs and reflectors furnishing warmth for the newborn pigs. From ten sows which farrowed during the cold spell, the Huries saved 88 pigs.

"On the lines of the Corn Belt Electric Cooperative of Bloomington, Illinois, 871 of the 3,371 farm members used electric pig brooders in 1942. Superintendent T. H. Hafer reports that many of the farmers using pig brooders claim they were able to save two more pigs per litter than ordinarily would live. In urging farmers to take advantage of their electric power in brooding pigs, however, Hafer prefers to be conservative and claims only one added pig per litter. He recognizes, of course, that brooders are of most benefit for early

II-A-2 (continued)

farrowing when cold spells are the rule, and the advantages diminish as the season progresses and the weather becomes mild.

"Purdue University reports their experiments have shown 30 percent increases in pigs saved when brooders are used in the farrowing pens."

-- Excerpt from "Electric Pig Brooders Prove Successful" -- Article prepared by REA for publication

II-A-3

Chick Incubator

"Ten women of Yazoo City, Miss., together bought a 400-egg thermostatically controlled electric incubator for \$60. They get a 76-percent hatch. Charging themselves three cents an egg for the service, the group saved \$53 the first year," reports the Cooperative Builder. Mrs. Otis Adams, who led the group, is a member of the Yazoo Valley Electric Power Association. So are Mrs. W. C. Leverette and Mrs. C. C. Martin."

-- RE News, January 1943

II-A-4

Dairy Herd Increase

"When the Kaufman County Electric Cooperative at Kaufman, Tex., began serving the Trinity Valley Dairy Co., the dairy had only 100 cows. But in two months, with the help of electricity, the owners were encouraged to build up their herd to 200 head. Now they are planning to add more. Resourcefully, the co-op salvaged a mile of unused line to serve the dairy."

-- RE News, September 1942

II-B

Home Food Supply Goals

... "Let us set the goals high. Let us strive to produce on every farm a ton of food a year for every person on that farm. Included should be from 100 to 125 quart. of fruits and vegetables for each person and dried beans and peas, pit- or cellar-stored potatoes, squash, turnips, carrots and beets, apples and pears enough for the year. Sufficient poultry, eggs, and milk should be produced to fully supply the family, while fresh and smoked meats within the rationing

III-B - (continued)

limits, likewise, ought to be produced on the farm. If there ever was a year when farm-home storage shelves, cellar, and pits should be filled with home produced and preserved foods, this is the year. ."

--"Food on the Home Front"
by H. W. Hochbaum, Chief
Division of Field Coordination, USDA

. . ."Adequate amount and variety to feed the family with a minimum use of commercial products and transportation facilities. Use State food supply plans with adjustments to comply with rationing regulations.

"Victory Gardens planned so that varieties of garden products will meet commercial shortages.

"Adequate protein supply as necessitated by meat rationing and the milk shortage in some localities. Can the home poultry flock be increased for meat and eggs?

"Advance plans for home and community food preservation considering available equipment and facilities. Supplies of fruits and vegetables available to small town and village for canning might be considered. ."

-- "Home Demonstration and Other Rural Meetings" -- a USDA publication

III-A-1

Package Brooder Supplies

John C. Waggoner, manager of the Coles-Moultrie Electric Cooperative at Mattoon, Ill., is doing his best to see that members of his co-op don't pass up chances to install brooders because of lack of material. He has scoured retail stores, mail-order houses and other outlets to assemble a number of "packaged brooder house wiring kits" containing enough wiring materials -- switches, wire, connectors, receptacles, and other items -- to wire the average brooder house. If a member needs special equipment, Waggoner substitutes certain items in the kit. The co-op manager asserts his system saves time of members by preventing futile trips to stores; saves time of store clerks and neighborhood electricians; is more likely to assure a safe and proper job of wiring. To make up the kits, Waggoner "begged, borrowed and did everything short of stealing." He also made up a limited number of poultry house kits.

-- RE News, April 1943

III-B

Repair Service Exchange

Electricians are scarce, emphasizes the "MVEC News" of Minnesota Valley Electric Cooperative at Jordan. "If you cannot get an

III-B (continued)

electrician to do your repair job call this office. We have made arrangements with electricians remaining in the territory to help you out, and can, normally, provide immediate service."

-- RE News, February 1943

III-B

Community Repair Shop

"Lorman, Mississippi, is a very small town without an electric appliance dealer or repair man. But in it is the office of the Southwest Mississippi Electric Power Association, and J. R. Miller, a co-op superintendent with ideas. One of these ideas now serves the co-op, the boys of Lorman, the whole community, and our country at war. A handful of youngsters, whom Miller taught to repair electrical appliances, are now hard at work in a shop set up by the co-op.

"Since the nearest appliance dealer is in Vicksburg, about 45 miles away, Miller and his linemen used to add the overhauling of appliances in Lorman to the job of running their system.

"When the day's work threatened to run past 24 hours, Miller began to carry out a plan he's been keeping in mental reserve. He scouted the area and invited every boy over 12 to learn -- in a real shop -- to make repairs.

"With Miller and two linemen as instructors, a class was started last May with a dozen boys, 14 to 17 years of age. They met in an improvised shop in one room of an abandoned school building. Syl and Dan Cohn, who own the building, allow the use of the room rent-free. With funds loaned to the boys by the co-op, linemen wired the room for light and power, and equipped it with tools and benches.

"Classes met five nights a week, two hours a night, to read, discuss, and apply information from texts on electricity and booklets on the care of electrical equipment. After three weeks of instruction, 'Professor' Miller gave his pupils written and mechanical tests. Four boys didn't make the grade and dropped out. But Miller says he will teach these boys house wiring and simpler electrical mechanics, such as the installation of doorbells.

"A front-page advertisement in 'Here 'Tis', the co-op newsletter, informed members that the repair shop was open for business and urged that every piece of electrical equipment be kept in good condition because wartime replacements are wasteful, difficult, and often impossible, to get. Service charges are low: twenty-five cents per appliance, plus the cost of materials.

"Once Miller decided to return a fan with a burned out field coil because the job was beyond the boys' ability. He left it at the shop overnight. The next day the fan was running. Neil Adair, 17, an

III-B (continued)

enrollee of the class, had made and installed a new field coil, using old coils.

"Miller no longer supervises the group. They now run their own co-operative business. Though prices are low, the profit is paying off the co-op's loan of equipment and wiring and is also paying for new tools.

"Every appliance serviced goes back to its owner with a complete report on the cause of the breakdown. Along with this report go instructions on how to prevent future breakdowns. Members who wish to see the work done may stand by while the repair is made, unless the job takes more than a day. Co-op members who want to work on their own appliances have full use of shop equipment. Classes have been held during the week for adults who want to learn how to use and care for simple electrical apparatus."

-- RE News, December 1942

III-C-1

Self Billing Works

"When some rural electric co-ops began using the post-card meter-reading plan, there was a good deal of skepticism. It would not work, it was said -- took too much for granted, relied too much on the customer's honesty, and so on. But it did work. Today more than 80 percent of all REA co-ops use that system.

"A number of co-ops have now taken the next step. If the member reads his own meter and marks his own meter card, why can't he also figure his own bill, and submit payment at the time he sends his card? It was tried. Apparently that works, too.

"Self-billing, as it has come to be known, is gradually being extended to more and more systems. Of 517 cooperatives answering a questionnaire of the REA Cooperatives' Operations Division in June, 1941, 47 said they use the self-billing plan. Since then five others are known to have begun it, and there may be more. The 52 co-ops on record as using the plan served a total of 37,792 members at the time they reported. Projecting those figures to all systems, it may be fairly assumed that 10 percent, serving some 50,000 members, now use the self-billing method.

"The motivating purpose of the plan is expressed by the Lake Region Co-operative Electric Association: 'This form of billing has reduced expenses and labor to a minimum.' Reduction of a cooperative's expenses means savings for members, not increased dividends for non-resident stockholders.

III-C-1 (continued)

"R. H. Hoffman, superintendent of Karnes Electric Cooperative, serving more than 900 members in eight southern Texas counties, started self-billing because the co-op, a small one with low density and a small staff, had to 'cut expenses at every corner.' Fewer than 2 percent of the members had to be penalized for neglecting to send their remittance. And in the first 20 months of operation, only one meter-member had to be cut off for non-payment."

-- RE News, September 1942

III-D-2

War Food Classes

"Miss Hazel Phipps, Food Preparation Specialist of the Texas A. and M. College Extension Service will be in Gilmer, Texas, Tuesday, February 2. Miss Phipps will conduct a demonstration on meat cookery and 'meat stretchers' at the Co-op Assembly Hall in the new REA Co-op Headquarters Building according to information received from Mrs. Elwyn Crosby, Gilmer chairman and Lorene Stevens, Gilmer and Upshur County Nutrition Chairman. Miss Phipps is well known in all parts of Texas for her efficiency and ability to give to others in an interesting manner through demonstrations, nutrition information that is authentic and practical.

"This opportunity is given to Gilmer and Upshur County women by the Gilmer and Upshur County OCD Nutrition Committee composed of representatives of rural farm families, Gilmer Federated and other civic clubs, homemaking groups, REA, FSA, County Health Unit, Red Cross and A. and M. College Extension Service, in cooperation with Civilian Defense under the direction, locally, of County Judge Sid T. Buié and Mayor H. V. Davis.

"The nutrition program in Upshur County is a part of the state and national nutrition program, the aim of all United States counties being the same -- to make Americans strong. Arrangements for the meeting are under the direction of Mrs. Elwyn Crosby, chairman of Gilmer War Food Committee.

"Upshur County women who attend this meeting on Feb. 2 will receive the benefit of much useful information about nutrition and also have the opportunity of seeing the new REA co-op Assembly Hall and kitchen.

"The REA co-op manager has offered the facilities of the all-electric demonstration kitchen at the west end of the Assembly Hall to the group for this War Food demonstration. The electric kitchen is $6\frac{1}{2}$ x $13\frac{1}{2}$, and fully equipped with cabinets; electric dishwasher and sink; electric range; 8 cu. foot refrigerator. Fluorescent lighting makes it possible to have a properly lighted kitchen at all times.

III-D-2 (continued)

"Arrangements for the meeting are under the direction of Mrs. Elwyn Crosby, chairman of Gilmer War Food Committee."

-- The Gilmer Daily Mirror
Gilmer, Texas, January 20, 1943

III-D-3-a

Scrap Collection

"The Rural Electric Administration's 800 Cooperatives and its farmer affiliates form one of the strongest forces of active manpower yet to be enlisted in the NATIONAL SCRAP HARVEST program.

"REA has more than 1,000,000 farm members, and there are 10,000 paid and voluntary employees who are now making electric service available to these farms. Approximately one-sixth of the nation's farms will be thoroughly covered by this addition to the working force aimed at getting every available ounce of scrap from every farm in the country.

"Arrangements are being made to have the 30 or more field agents of the Administration devote full time to promoting scrap activities for 90 days contacting the 800 cooperatives which in turn, will be asked to see that more than 1,000,000 farm members clean their farms of scrap.

"Approximately 2,000 trucks with two men each, used for maintenance and repair work by the cooperatives, will be pressed into service for collections of smaller scrap. Information regarding heavier scrap, unable to be carted away by the small REA trucks, will be forwarded to the salvage chairmen who will arrange to have it moved by workers and trucks equipped to handle 'big scrap.'

"The activities of REA cover all states, with the exception of Massachusetts, Connecticut and Rhode Island."

-- Reprint of front page of "The Scrapper" in RE News, January 1943

III-D-3-b

Accident Prevention Training

"Superintendents are urged to contact their local Red Cross chapter to inquire about organizing an accident prevention course. If the Red Cross chairman is without information on this program, see that he makes inquiry at the national headquarters of the organization.

"Completion of this accident prevention course should be a 'must' for each member of your organization. Give the course full publicity in

III-D-3-b (continued)

your monthly newsletter. It has special application in the home and on the farms."

-- The REA Lineman, March 1943

III-D-3-b

Safety Education

"You're busy -- you're very busy these war days, but so is all America. We have a big job to do, the biggest job in our history, and the nation is woefully short in manpower, therefore it is doubly important today that we make every effort to conserve both manpower and materials.

"You as employees at an REA Cooperative can help by urging members to attend safety meetings held on your system. You can help by asking your members to inspect their equipment regularly; ask them to tighten screws and see that heating elements remain securely fastened. If electrical parts are worn or broken, they should be repaired by a competent person immediately. Let them know that worn cords are dangerous; they should be replaced if possible, or else complete repairs should be made. Tell them not to tamper with fuses. Ask them to keep a supply of the proper rating on hand. If they are using electrical equipment in damp places or near water, urge them to take extra precautions; remind them that any appliances that can give a little shock, can give a big, deadly shock under certain conditions.

"Show housewives how to have their washing machine frames grounded with a special grounding wire securely connected on each end. Point out to all of your members that appliances should be disconnected from the service outlet when not in use.

"Our boys in uniform depend on us to keep them supplied with food, clothing, and the implements of war. Accidents which cut farm production may sacrifice lives. Safety methods will help us to secure victory."

-- The REA Lineman, March 1943

"'Too Hot to handle' -- that's the only safe judgment anybody but a lineman can make about electricity.

"Farmers along the lines of the Corn Belt Electric Cooperative, Bloomington, Ill., had an unfortunate object lesson not long ago in the electrocution of a mail carrier in a farm home. Linemen at the co-op attribute the fatal accident to ignorance of the safety rules and failure to apply the electric safety code.

"T. H. Hafer, safety-minded superintendent of the Corn Belt Co-op, is keeping farms in the Bloomington district informed and safety conscious. The first rule, warns Hafer, is to have all circuits and equipment

III-D-3-b (continued)

installed by electricians fully acquainted with the code devised by the electric industry. Second: Have the co-op's electricians inspect and approve all wiring and equipment before the circuit is closed. Third: Call the co-op whenever house wires must be disconnected from the pole line for any reason. Only qualified linemen are equipped to climb the power poles.

"This co-op's 12 linemen meet once a month in a safety session, and in addition have been enrolled in a weekly first-aid course. Hafer has a safety room set aside in the co-op's offices to house exhibits of unsafe wiring found in farm homes, faulty connections made by amateurs, and unsafe tools which have been barred from service.

"The Corn Belt Co-op's members are learning that electricity is a docile servant only for a master forewarned and forearmed."

-- RE News, May 1942

III-D-3-d

Nutrition Centers

... "REA saw clearly that its role in the hot-lunch program was to provide electrical equipment to rural schools on its lines. Electric ranges, refrigerators, hot plates, roasters, pump and water systems, mills for grinding whole grains -- any size and arrangement of this equipment was made available to the one-room schoolhouse or the large consolidated school at sizable discounts. Furthermore, through its rural electric co-ops, REA made available money to pay for this equipment. The co-ops accepted small monthly repayments until the loan was repaid. . 6,000 of the 18,000 schools served by REA co-op lines have electrical equipment for hot lunches."

-- From "Food Builds for Tomorrow"
RE News, September 1942

Why School Lunches?

THE COMMUNITY SCHOOL LUNCH IN THE SCHOOL PROGRAM

I. Beliefs Governing the Development of School Lunch Programs

- A. Every pupil should have an adequate noon lunch at home or at school.
- B. The school lunch should be made an educational experience for the pupil.
- C. School officials and teachers are primarily responsible for initiating, promoting, operating, and administering school lunch programs.

1. Important responsibilities include: Working with parents, other individuals, and groups so as to maintain active cooperation and participation; utilizing available resources, local, State and Federal; and securing adequate facilities and personnel.
- D. School lunches should be provided without cost to pupils who cannot pay.
1. Such a program recognizes that no pupil should be segregated or identified to other pupils because of receiving a lunch at limited or no cost, or by working for payment for his lunch.
2. Some parents may make contributions in kind. Local, State and Federal funds may be needed to provide an adequate lunch for every child.

III. The Place of the School Lunch in the School Program

- A. The noon lunch is a permissible school service.
- B. The hot noon lunch is a desirable aid to the children's health.
- C. The hot school lunch is desirable and justified as a relief measure.
- D. The noon school lunch is a helpful and necessary adjunct to education.
- E. School feeding meets the critical need in the educational development of many school children.
- F. The school feeding programs should go beyond the noon lunch program.

-- Education for Victory
March 15, 1943

III-D-3-g

Consumer Problems

... "Many measures have been taken by our Government to make our total resources available to war needs. Planning for civilians to have the necessities for life and health is a part of this need. The mass of the people have been cooperating in diverting materials and manpower to war needs. Still further measures are needed. Goals for 1943 include the production of a greater quantity of war materials than were produced in 1942, more men and women in the military services and in war industry, and the production of more food for our armed forces and for the Allies.

III-D-3-g (continued)

"To achieve these goals it will be necessary for civilians to have fewer non-essential goods; to save and salvage more fuel, rubber, metal, fats; to repair more equipment; to pay more taxes; to buy more bonds; to co-operate in sharing essential goods with others; and to limit transportation, communications, and all other possible services.

Producing, Conserving and Sharing Food

"Food production in 1943 must be increased even though few men are left on farms and little new machinery is available. A nation-wide farm survey revealed that about 1,600,000 farm workers and operators left agriculture to go into industry and the armed forces between September 1941 and September 1942. The goals for 1943 call for a 4 percent increase in total agricultural production over 1942 and 6 percent increase in food production.

"The Department of Agriculture in cooperation with the War Manpower Commission has defined essential farm products and set up the number of war units which will classify a farm worker as essential. Non-essential farm products for which no war units credit are given include: cantaloupes, hops, popcorn, watermelons, artichokes, blanched celery, eggplant and iceberg lettuce, okra, radishes, rhubarb, garlic and leeks, pimientos, squash and pumpkins. Some of these are costly to transport; others yield too little nutritive value for the manpower required to raise them.

"Many foods are especially needed by the armed forces and the Allies. Meat, dairy products, dried and canned fruits and vegetables and their juices are some of these. Cans require steel which is needed for war industries. . . ."

Cooperate in Limiting Services

"All forms of public services must be conserved. Electricity is needed to make aluminum, a war essential. Civilians need to eliminate all non-essential travel so that transportation facilities can be used for war purposes. Telephone and telegraph lines need to be used for war messages.

"Health is an essential if each is to make his war contribution. The time of physicians needs to be saved. The Office of Defense Health and Welfare Services suggests that civilians can assist doctors to meet present situations in that they (1) keep healthy, get plenty of sleep, eat proper foods, get plenty of fresh air, exercise, recreation; (2) avoid unnecessary demands on physician's time whenever possible; go to his office during office hours instead of asking him to call on them at home; (3) in case of serious illness, do not delay in calling the doctor or calling at his office; (4) study first aid; and (5) study nutrition."

III-E

Looking to the Future

"A few more years of intensified effort will enable every farm man, woman and child in the United States, we hope, to turn on electric power or light or heat for work or for comfort whenever and wherever it is needed.

(S) FRANKLIN D. ROOSEVELT

Excerpt from telegram to Mr. Slattery, May 11, 1943

"Today the scores of electric devices, performing essential farm operations, are also potent implements for winning the war. Production and preservation of food have become of critical importance to the defense of democracy. Thus the extension of electric service to a million farms was an important step in preparedness for ultimate victory. As the strain on manpower grows, the Nation will realize ever more clearly how much the Rural Electric Cooperatives have added to its strength.

"But I think the forward march of electric cooperatives has an even more profound significance in terms of our fight to preserve democracy. For it represents an extension of what is perhaps the most democratic form of business enterprise, one in which the individual finds his greatest gain through cooperation with his neighbors."

FRANKLIN D. ROOSEVELT

Wire to NRECA Meeting, January 15, 1943

Public Works and Rural Land Use

It is estimated conservatively that at least 50 percent of the unserved farms and other rural users can be supplied with electricity under the financing requirements of the present Rural Electrification Administration program, assuming present technological and economic conditions. This means that over 2 million additional farms and other rural users would be supplied with electricity. This is a total equal to about twice the number that will be furnished service by the systems which had been allotted funds by the Rural Electrification Administration on June 30, 1943 when their lines are fully developed. If the amortization period were lengthened, as noted above, it is probable that service could be extended to a number considerably in excess of 2,000,000. Estimates of the number of farms that can be served on a self-liquidating basis have been subject to continuous revision because of constant improvements in the field of rural electrification. Reduction in line costs, improved techniques, expanding uses of electric power on the farm and in rural areas, lower and promotional rates, the development of cooperatives - all of these dynamic factors have resulted in the discarding of earlier estimates of economical rural electrification.

III-E (continued) 11

The most widespread of the intangible public benefits of rural electrification is its general contribution to the social and physical well-being of rural America. Electricity can promote the all-round improvement of rural life in many ways. Electric power releases the farmer and his family from necessary drudgery of many daily chores like the pumping and carrying of water. Some of the time thus freed is available for social and cultural activities. The effects of electric power on health are substantial because it makes possible modern plumbing, refrigeration, running water, the bathtub and the inside toilet--all of which are important contributions to sanitation. Adequate light removes an important obstacle to reading and study, and to many indoor social and community activities. Electric lights in home and school will help to save the eyes of many rural children.

Of more strictly economic importance is the contribution that rural electrification can make to real farm income by making possible increased production for home use and for the commercial market. The application of electric power to productive farm operations has just begun because up until recent years there was not a sufficient market to encourage manufacturers to design electrical equipment and appliances specifically for productive use in agriculture.

The possibilities of industrial decentralization which rural electrification holds out is also considered by many people as an economic and social benefit of great potential significance. Without entering into the merits of this position, it can be pointed out that the availability of electric power in rural areas certainly tends to remove an obstacle to the greater dispersion of industrial activity.

From "Public Works and Rural Land Use"
Rational Resources Planning Board,
September 1942

III-E-1

Unelectrified Farm Survey

"A national survey totaling and locating America's unelectrified farms is being made by rural electric cooperatives with the assistance of the REA Applications and Loans Division.

"Reports from all parts of the country indicate increasing enthusiasm by managers, superintendents and board members as they uncover new facts on the status of rural unelectrification.

"The survey is being made county by county. Where more than one cooperative has lines in the same county, co-op leaders divide the territory, and integrate their findings. Often co-ops survey areas they are not themselves serving, and turn the data over to neighboring co-ops. All information is tabulated according to an REA plan. Copies of maps showing the location of unserved farms, along with tabulation sheets and

III-E-1 (continued)

and co-op comments, are studied and compiled by the Applications and Loans Division. Gradually they are pieced together into a national picture. This is a government program of tremendous economic and social service.

"Comments by the co-ops are revealing. R. H. Hoffman, superintendent of the Karnes Electric Cooperative, Karnes City, Tex., said, 'Almost without exception board members will say they are perfectly acquainted with the whole of their area and do not need to make such a survey. But no one, even a native of the community, can possibly realize the significance of this survey until it is done.'

"Said C. A. Bennett, superintendent of the Choctaw Electric Cooperative at Denton in densely settled Maryland, 'I wasn't sold on the idea myself when it was first discussed with me. However, we went out to map for half a day and I realized immediately the possibilities of the survey and what we were missing. I am only sorry we didn't have the survey to begin with. It appears now we will be able to build 2,000 more miles of line when materials again become available.' This is in the East -- an area often thought fully electrified.

"Mr. Bennett's findings aren't unusual. Summing up the results of the Karnes survey, Mr. Hoffman found 1,403 unserved farms which could be reached by his cooperative. 'The total cost of our survey in three counties was \$403.46, and we found we could eliminate more than two miles of line construction of a new section. Needless to say, savings on these two miles more than offset the cost of the survey -- and we have the entire picture of our unelectrification.'

... "An indication of the wide importance of this survey to the national economy is suggested by a rough estimate that 656 million man-hours of labor would be needed to make farm plumbing installations, mine raw materials, convert raw ores to finished fittings, bathtubs, water-heaters, pumps and the like. And plumbing installations are a relatively small part of total electrical building. Power lines have to be built and houses wired before plumbing is of value.

"REA Administrator Harry Slattery, discussing the importance of the survey of unelectrified farms, significantly points out the likelihood of lower material and construction costs after the war. Widespread demand for low-cost electric service has brought a flood of applications totaling more than 100 million dollars into the REA office. Completed surveys of unelectrified farms to date confirm REA views that rural electrification has just started in many areas."

-- From "Your Neighbor in the Dark"
RE News, November 1942

III-E-3

Future Developments

"A dream of the rural electrification of the future, brilliant and exciting, was presented by M. M. Samuels not long ago at the 20th regional conference of REA system superintendents, in St. Louis.

"'Maybe you can give better service with less miles,' he suggested....

"'You are certainly going to have better protective devices. Better breakers at lower cost, with no fuses at all. And you are going to have better sectionalizing. In many cases you will have loop circuits and double circuits.

"'And we are going out into leaner territory, perhaps only one consumer every mile or two. Little clusters, perhaps a dozen members served by a small, simple generator unit. A dozen or so clusters forming a co-op, or perhaps a part of your co-op. One maintenance man with a complete spare unit on his truck.

"'And every project office will have a Basler-Atkinson outage recorder to tell you instantaneously which breaker goes out and when. And every member will have telephone service, connected to the main telephone company's system. Reliable telephone service, perhaps more reliable than that which is now called regular telephone service, because there will be no telephone wires to get out of order. You are going to have carrier telephone over your own power lines after the war. And each farmer will have short wave radio and television, receiving messages from all corners of the globe.

"'And we may have electric tractors with storage batteries, letting the farmers charge the batteries for almost nothing at night, with the low-cost power that you are going to get after the war if you fellows keep up the fight for cheap power.

"'We call this electre-agriculture and we are going to have a lot of it . . . We are going to get the manufacturers to develop new electrical equipment for farming so the farmer can make a little money out of the electricity. We may have high frequency soil treatment in place of fertilizers. And we are going to use high frequency, perhaps supersonic waves, for extermination of ants, termites, mice, cockroaches, and bollweevils. We hope to apply electricity for exterminating the corn borer and similar pests.

"'We are going to have home dehydration, home freezing, home wheat grinding, and home pasteurizing, making it possible for the farmer to sell his milk in his own community instead of being forced to sell it to the milk trust. All this will come through a new industry.

"'And there will be individual, independent, small American enterprises all over the countryside taking power from your lines.

III-E-3 (continued)

"There will be running water and electric lighting in the remotest shack. Running water is more important than light. Everyone can keep himself clean and can have decent sanitation. We want a pump for ten dollars, motor and all, and perhaps something different from a motor. And we are going to get it. Maybe one of you fellows can invent one. Every kitchen and bathroom will have sterilization by means of a sterilite or similar device. We will have good lighting; none of those rackets that sell fixtures. We don't want fixtures. We want light, good light, cheap light, without glare, and we are going to get it.

"And you will have simple wholesale rates and retail rates and simple contracts, not the kind that some of you have now that neither you nor the member nor your lawyer can understand. J. D. Ross wanted a 'postage stamp' rate, the same retail price per kwh everywhere. Why not? And maybe you won't have meters at all; you will just bill so much a month, depending on the transformer size. . . ."

-- From "We Look Ahead"
RE News, October 1942

IV-3

Sharing Electric Washer

"Wash day -- the bane of woman's existence from time immemorial -- is made a pleasant task by the ingenuity of Mrs. James I. Bates, of Newton County, Georgia.

"It all goes back to the time when the Bates moved into their new six-room tenant-purchase house on their 100 acre farm which they are purchasing thru the help of the Farm Security Administration. Soon after REA lines were wired in her home and energized, Mrs. Bates thought of purchasing some electrical appliances but could not decide on what to buy first.

"About her dilemma, she said, 'I wanted an electric washing machine badly, but the one I priced cost more than I felt I should pay. But like the average person, I bought it regardless. Then I began to stay awake nights trying to think of something I could do at home to help pay for the machine. The next day I made inquiries around and soon discovered that I was the only person in my immediate vicinity with an electric washer, and that all the housewives dreaded wash day like I once did. It was after this survey that I hit upon the idea of using my machine to wash other families' laundry at a prearranged flat rate of so much per person.'

"At present there are five families using it regularly, but on occasions, when emergencies arise, as many as seven to ten families have used it. I've taken the earnings from my washer and paid for it, and, in addition, have bought an electric churn, radio, and installed an electric pump in

IV-3

Sharing Electric Washer

the well. The money I make from my idea is little, but it helps me buy some of the things I've always wanted and above all, it helps my neighbors and relieves them of plenty of hard work."

-- Agricultural Readers' Digest
March, 1943

IV-3

Appliance Exchange

Share your equipment says the newsletter of the Central Missouri Electric Cooperative at Sedalia. "Perhaps you have equipment you no longer need; let your co-op office know about it, so we can let other folks have an opportunity to secure this equipment," the newsletter suggests. "And last but certainly not least, take all the usable parts off that discarded machine and turn the balance in to your local junk dealer or other scrap collecting agency."

RE News, November 1942